

Embracing the value of a CME/Library partnership: growing from a common ground

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Northeast Georgia Health System

Background

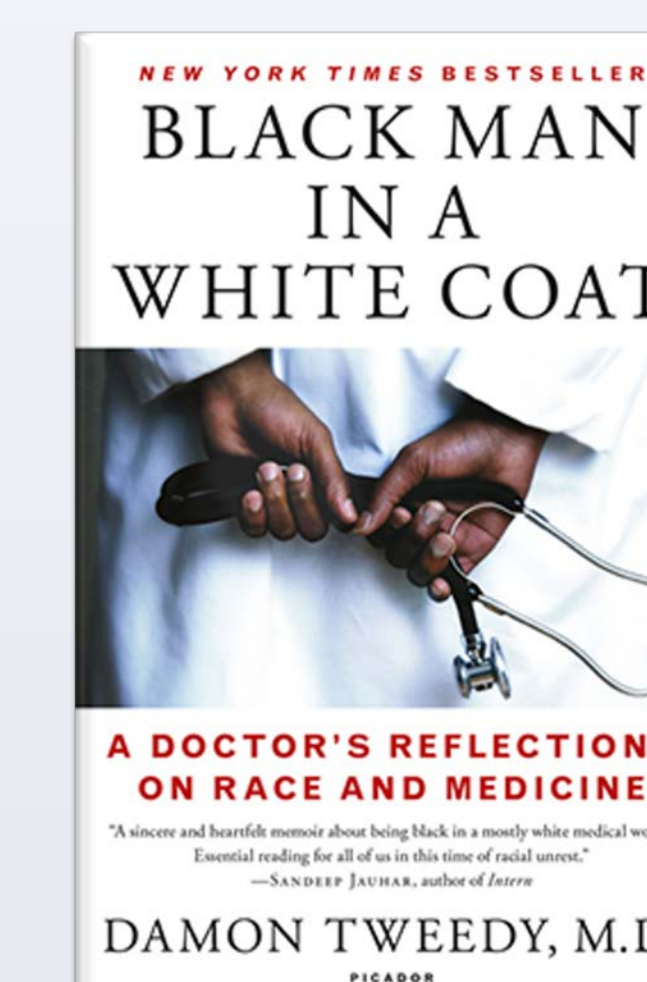
This project is the continuation of *Shaping a Future for Library and CME through Partnerships* by Continuing Medical Education (CME) and Library Services teams at Northeast Georgia Health System (NGHS). We validate the significance of the partnership between the two teams through planned and implemented multi-faceted educational activities.

The six diversity, equity, and inclusion (DEI) activities were designed for participants to learn DEI strategies they could implement to improve the healthcare of our community. The book clubs were designed to bring awareness to health disparities and preventive care. We wanted to highlight the lack of minorities in medicine, so we offered a documentary screening and a panel discussion on this topic.

Methods

- A planning team was created to determine the types of education
 - Selection of speakers and topics
 - Planning of the activities
- Worked with Public Relations (PR) to market events
 - Fliers (NGHS, CME and Library colleagues and community (see map))
 - Social Media promotion (FB, Linked In and Twitter)
 - Friday Flier (internal communication)
 - Townhalls
- Survey monkey and Zoom for registration and post evaluation
- Handouts for follow up education
- Planned limited in person and virtual events
- Offered CME and nursing credits for DEI medical education activities

Activities



Book Club

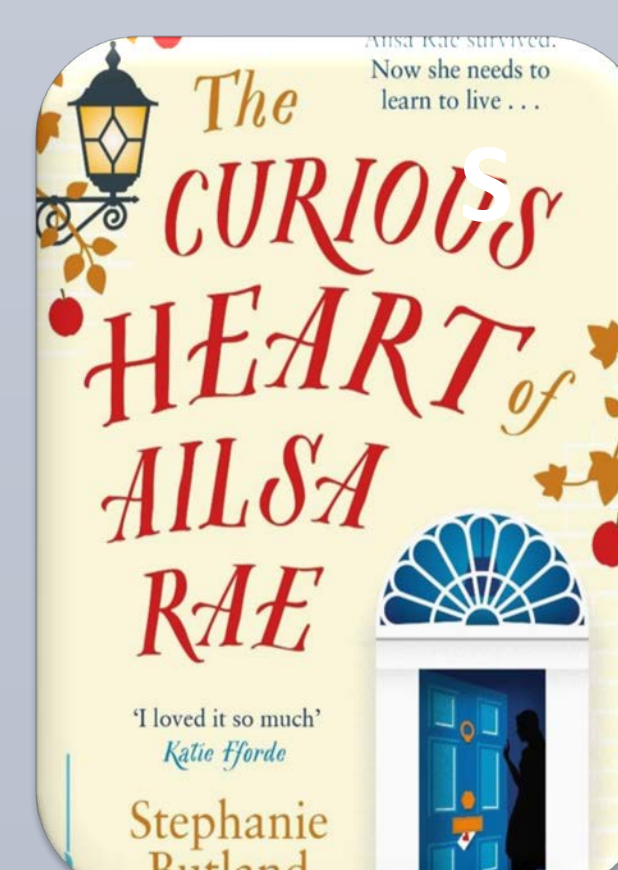
Physician Panel Discussion



Film Screening



Providers for Book Club



Nitya Sthalekar, MD



Eva Johnson, ANP-BC, CHFN



Results

- Six DEI medical education activities (in person and virtual)
- Three Virtual book clubs
- 13 COVID19 Perspectives CME/CE activities
- Developed partnerships
 - Institutional Leadership
 - Community Leaders
 - Public Library
- Documentary screening
- Physician Panel Discussion
- Over 1000 participants attended all CME/Library events.

Due to the virtual options and our partnership, registration reached numerous learners outside of our healthcare system. As a result, we were selected to present the Diversity in Medicine Series at the Accreditation Council for Continuing Medical Education (ACCME).

Map of Participants



Conclusions

In the past year, COVID helped us solidify our strong team partnership. We embraced the adversities of working through a pandemic and had to be fluid in decision making and planning of activities. Our teamwork qualities served as an advantage to planning, collaborating, and implementing DEI educational activities. Using virtual technologies enabled us to reach communities outside of our health system. Survey results concluded participants made changes in their policies, protocols, and/or procedures. Through our common ground we were able to influence the starting of crucial conversations within our health system.